

How Fundraising Works



CharityVillage.com®
Campus

Module One – Introduction

- Course navigation
- Course guide
- Explanation of course resources
- Course objectives
- Introduction to the course modules

Module Two – Starting with the donor

- Fundraising begins with passion
- Why people give to nonprofits (2 screens)
- Quiz
- Attributes of an ideal donor
- Quiz (x 4)
- Which donors are more generous?
- Who gives most generously?
- Major donors or lots of donors?
- Levels of giving
- Quiz
- Review module two

Module Three - The fundraising checklist

- Introduction to module three
- A clear mission and a plan for your organization's future
- A case for support and financial goals
- Resource: Sample case for support
- Enough donors with linkage, ability and interest
- The people and other resources to support your plan
- Resource: Sample donor prospecting worksheet
- A good profile and a great communications plan
- The people and other resources to support your plans
- An engaged and enthusiastic board of directors
- Resource: The complete checklist
- Quiz (x4)
- Review modules two and three

Module Four - Effective fundraising methods

- How do you raise money anyway?
- The gift cycle
- Quiz (x4)
- Summary of fundraising principles covered so far
- More fundraising principles
- Resource: Fundraising principles
- Quiz
- Resource: Ladder of fundraising effectiveness
- Least effective fundraising methods
- Somewhat effective fundraising methods
- Quiz
- Most effective fundraising methods
- Quiz
- Review module four

Module Five – Course review and wrap-up

- Course review
- What's next?